

SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: John B. Kainavita Examiner #: 79346 Date: 2/10/04
 Art Unit: 264 Phone Number 305 4107 Serial Number: 09/264 432
 Mail Box and Bldg/Room Location: PK2 6C41 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc., if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: System and method of inserting advertisements into an information retrieval system

Inventors (please provide full names): Phillip V. Golubovic; Michael A. Killianey; Daniel J. Zigmund

Earliest Priority Filing Date: 3/9/99

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Looking for method of overlaying/overlaid a pre-existing advertisement on a web page with an advertisement that is locally stored. The new AD is selected based on the user profile. Similar to something Gigtel.com did early 2000 with the "Surf & Turf" advertising network, and got into a lot of trouble over it.

WebTV is assigned.
Microsoft

(N)
Surf + Turf

local branch ad/called → on your workstation

user profile available with local ad
overlaid ↑

→ Banner ads
→ pop-up overlay
→ each ad not whole pgf

With local ad already

2/10/04 2:44 pm

STAFF USE ONLY

Searcher: John B. Kainavita
 Searcher Phone #: 702 266 5251
 Searcher Location: PK2 6C41
 Date Searcher Picked Up: 2/10/04
 Date Completed: 2/11/04
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